

November 1, 2013

BSE Limited Listing Department, P. J. Towers, Dalal Street, Mumbai 400001	National Stock Exchange of India Limited Listing Department, Exchange Plaza Bandra Kurla Complex Mumbai- 400051
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Dear Sir/Madam,

Subject: Offer for buyback of up to 50,00,000 fully paid up equity shares of face value Rs. 2/- each ("Equity Shares") by Jagran Prakashan Limited (the "Company") on a proportionate basis through tender offer process (the "Buyback")

The Board of Directors of the Company at its meeting held on October 30, 2013 has approved the Buyback of up to 50,00,000 Equity Shares through the tender offer process on a proportionate basis from the existing shareholders/beneficial owners other than promoters, promoter group, directors of the promoter or promoter group (where the promoter or promoter group entity is a company) or persons in control, at a price of Rs. 95 per Equity Share for an aggregate amount of Rs. 4,750 lakhs, subject to regulatory compliances and approvals. The Board of Directors of the Company has declared November 15, 2013 as the record date for the purposes of determining the entitlement and names of the shareholders eligible to participate in the Buyback.

ICICI Securities Limited has been appointed as the merchant banker to the Buyback in compliance with SEBI (Buyback of Securities) Regulations, 1998, as amended ("**Buyback Regulations**").

In accordance with the Buyback Regulations, the public announcement for the Buyback ("Public Announcement") was published on November 1, 2013 in following newspapers:

Newspaper	Language	Editions
Business Standard	English	All
Business Standard	Hindi	All
Dainik Jagran	Hindi	Kanpur

Please find enclosed following documents herewith:

1. Published copy of the Public Announcement
2. Copy of board resolution passed on October 30, 2013 approving the Buyback

Request you to disseminate this information on your website.

Yours faithfully,

For ICICI Securities Ltd

Mamendra Tiwari

Authorized signatory

Name: MAMENDRA TIWARI

Designation: AVP

ICICI Securities Limited

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Member of National Stock Exchange of India Ltd. & Bombay Stock Exchange Ltd.

Capital Market : NSE Regn. No. INB 230773037, BSE Regn. No. INB 011286854

Futures & Options : NSE Regn. No. INF 230773037, BSE Regn. No. INF 010773035

